

Central Hollywood Coalition  
A Non-Profit Corporation  
1680 Vine Street, Suite 216 – Hollywood CA. 90028

MINUTES  
May 13, 2008  
Board of Directors Meeting  
Los Angeles Film School  
6353 Sunset Boulevard  
Hollywood, CA. 90028

**Officers and Directors Present**

(Sign in sheet attached to these minutes as Appendix A)

Dirk Degraeve, President, Paramount Contractors  
Craig Donahue, Vice President, The Donahue Group  
Duke Gallagher, Secretary/Treasurer, The Production Group  
Carol Massie, Assistant Secretary/Treasurer, McDonald's Restaurants  
George Abou-Daoud, Bowery Street Enterprises  
Shake Bakalyan, Wells Fargo Bank  
Brad Folb, Paramount Contractors  
Brent Gaulke, Gerding-Edlen  
Ryan Harter, CIM Group  
Father Michael Mandala, Blessed Sacrament Church  
Fred Rosenthal, Ametron

**Absent**

Susan Durante, Los Angeles Film School  
Richard Falzone, Off Vine Restaurant  
Darcy Judd, Robertson Properties Group  
Michael Pogorzelski, Academy of Motion Picture Arts and Sciences

**Consultants**

Kerry Morrison, Hollywood Property Owners Alliance  
Sarah MacPherson, Hollywood Property Owners Alliance  
Joseph Mariani Jr., Hollywood Property Owners Alliance  
Katie Zandona, Hollywood Property Owners Alliance  
Don Duckworth, Duckworth Consulting

**Guests**

Laura Dodson, Argyle Civic Association

**1. Call to Order**

The meeting was called to order by Board President Dirk Degraeve at 4:07 P.M.

## **2. Public Comment**

None

## **3. Approval of Board Minutes**

Michael Mandala requested that in the minutes from April 8, 2008, under section "5D. Nominating Committee," where it stated "Tribune Studios" the minutes would reflect the change to "Sunset Bronson." The Board noted the change.

**It was moved by Shake Bakalyan, seconded by Duke Gallagher and CARRIED to approve the minutes from the April 8, 2008 CHC Board Meeting with the above listed change. Unanimously approved.**

## **4. Treasurer's Report**

Duke Gallagher reviewed with the Board the financials dated May 12, 2008. Gallagher informed the Board that he was expecting a large amount of capital from the second installment that the City would be sending in the next couple of weeks. Gallagher continued to review expenditures thus far for the year. Morrison reminded the Board that there were still funds available for homeless outreach as the Board had currently allocated \$10,000 to the H.E.R.O. Program for the year, and \$2,500 toward PATH's homeless registry. Gallagher also informed the Board that he had requested a copy of the BID's Financial Review to be turned into the City. The Board should also be expecting the BID's tax return on Thursday, May 15, 2008. Morrison advised that a Board member should be able to sign the return, unless something substantial is found.

**It was moved by Ryan Harter, seconded by Brad Folb and CARRIED to approve the Treasurer's Report from May 12, 2008. Unanimously approved.**

## **5. Committee and Program Reports**

### **A. Streetscape Committee:**

1. Report on Pigeon Control Efforts: Sarah MacPherson re-introduced Laura Dodson, Argyle Civic Association to the Board. Dodson thanked the board for their prior contribution to the Citizen Pigeon program, which was designed to decrease the number of pigeons located within the Hollywood area using a PETA approved Ovo Control program. Dodson distributed to the board pictures which showed a significant decrease in the number of pigeons in her neighborhood in a seven month period. Currently the program is still looking for rooftops with easy access for pest control. MacPherson informed the board that she is preparing the invoice for the CHC and will give it to Duke Gallagher for his review in order for the CHC to pay their previously committed pledge in August 2007 of \$5,000.

B. Nominating Committee:

1. Nomination and Election of George NeJame, Hudson Capital, to Board of Directors: Michael Mandala informed the Board that the Nominating Committee had met since the resignation of Richard Inouye and would like to put forward the recommendation to appoint George NeJame, Hudson Capital, to the Central Hollywood Coalition Board of Directors to serve on the board through the end of the term in March 2009.

**It was moved by Carol Massie, seconded by Craig Donahue and CARRIED to approve the election of George NeJame to the Central Hollywood Coalition Board of Directors to serve through March 2009. Unanimously approved.**

C. Security Committee:

1. Joint Security Committee Meeting Update: Kerry Morrison informed the board that the Security Committee had recently convened a group of nightclub owners, along with residents in the Hollywood and Vine area to discuss “noise related issues” as they pertain to loud music and patrons in the early hours of the morning. The group met prior to the Joint Security Meeting, but Morrison informed the board that a great deal of what the committee, and city attorney’s office, are currently facing are noise complaint violations from new residents in the area. Morrison said she would keep the Board informed as the Committee continues to meet.
2. Update on United Way Business Roundtable Meeting 4/30/2008: Morrison discussed with the Board their thoughts on the recent visit of Philip Mangano to Hollywood. Mangano currently serves as the Executive Director of the President’s Interagency Council on Homelessness. Brad Folb, Ryan Harter and Michael Mandala shared their thoughts and impressions from the lunch meeting. Morrison reminded the Board that they are welcome to participate in PATH’s Project Yimby! Connect Day, which would be taking place at The Music Box theater on June 26, 2008. Morrison also asked that those interested in taking part in the committee’s field trip to visit permanent supportive housing in Santa Monica on June 13, 2008, reply to the HPOA office sometime in the next week.
3. Camera Update: Joe Mariani reported to the board that he was continuing to reach out to the CRA and Metro Video Systems to try and arrange a meeting with the two groups to work out the final details in order for Metro Video to install a small repeater on top of the ArcLight parking structure. The repeater

would repeat the signal from the proposed Sunset and Vine surveillance camera back to the LAPD Community Station at Wilcox. Mariani informed the Board that he would continue to update them as progress is made.

4. Nerd's Night Out: Kerry Morrison invited the Board to join the Security Committee, in the first ever "Nerd's Night Out." The night is designed to give Board, and Committee members a first-hand look at what occurs in the BID as clubs, theaters and entertainment venues begin to let out in the early hours of the morning. Those interested in attending were encouraged to contact Morrison.

#### D. Marketing and Communications

1. Hollywood Visitor's Guide and Map: Map sales for the 2008-2009 Hollywood Visitor's Guide and Map have begun. Zandona informed the Board that one of the goals for the map this year was to try and encourage more businesses within the Sunset and Vine BID to take advantage of this marketing opportunity. Zandona asked that any potential restaurants or locations that the Board thought would be interested in being a part of the map this year please be forwarded to her so she could contact them.
2. Sunset and Vine BID Newz: The Sunset and Vine Newsletter's Spring Edition is currently in its final editing stages. The newsletter will also feature an article highlighting the current progress with the renovation efforts of Off Vine Restaurant. Zandona informed the Board that she is working with Richard Falzone to try and inform the area that Off Vine, "will be back."

### **6. New Business**

None

### **7. Report from Kerry Morrison**

A. Update on HBID Renewal Process: Morrison reported that the Hollywood Entertainment District is getting set to begin their petitioning process. Property Owners' management district plan, engineer's report and petitions would be going out later this week and would feature the proposed Alley assessment for owners to review.

## **8. Consultant's Report**

A. Review Approve 2008-2009 Assessment Roll with consideration of Consumer Price Index inflator: Don Duckworth informed the Board that based on the current CPI increase, the Board had the discretion to increase the assessments for the 2009 year by 3%. Duckworth recently spoke with the city and due to the fact that neither the new Technicolor building or Helen Bernstein High School had yet to receive their certificates of occupancy, neither property could be assessed on building square footage for the coming year. Duckworth reported that he had walked through the entire Sunset and Vine BID area and surveyed those properties where it appeared that there had been a change in structure (example: demolition). Duckworth distributed a report which included the building at Tamarind which was recently demolished. Duckworth and the Board discussed the possible exemption of Off Vine Restaurant's building square footage due to the recent fire. As an example Morrison informed the Board that a property's building square footage is only removed from the H.E.D. roll when a demolition has occurred. There was general discussion documenting other examples of properties that have been damaged over the years by structure fire, transformer fire and earthquake, for example. The Board agreed and felt it would be best to approve the roll with only the deduction of building square footage from the demolished Tamarind property.

**It was moved by Ryan Harter, seconded by Brad Folb and CARRIED to approve the Sunset and Vine BID Assessment Roll for 2009, reflecting a 3% CPI inflator and the removal of building square footage from the demolished Tamarind property. Unanimously approved.**

## **9. Next Meeting**

The next meeting is scheduled for Tuesday, June 10, 2008 at 4:00 P.M. at the Los Angeles Film School (6353 Sunset Blvd., Los Angeles, CA. 90028.)

## **10. Adjournment**

There being no further business the meeting was adjourned by Board President Dirk Degraeve at 5:44 P.M.